### **Scheme of Work**

**COURSE:** ABE Level 5 International Business Economics and Markets

| **Element, Learning Outcome & assessment criteria** | **Session title** | **Topics covered** | **Approx.****Duration** | **Session Plan** | **Resource** | **Formative Activity** |
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| Element 1LO 1 1.1 | **Why organisations engage in international trade** | Theories of international tradeContemporary approachesGovernment support for clusters | 8 HOURS | 5UIBE Session Plan E1 – Session 1 | 5UIBE Tutor Presentation E1 | 5UIBE E1 LO1 Activity 1- Theories of International Trade5UIBE E1 LO1 Activity 2 - Clusters |
| Element 1LO11.2 | **Arguments for and against free trade** | Benefits of free tradeProblems blamed on free tradeHow nations can control tradeWhy nations might want to control trade | 6 HOURS | 5UIBE Session Plan E1 – Session 2 | 5UIBE Tutor Presentation E1 | 5UIBE E1 LO1 Activity 3 – Free Trade5UIBE E1 LO1 Activity 4 – Trade rules and regulations5UIBE E1 LO1 Activity 5 - Globalisation |
| Element 1LO11.3 | **The impacts of globalisation** | What is GlobalisationKey drivers of GlobalisationGlobalisation of markets | 6 HOURS | 5UIBE Session Plan E1 – Session 3 | 5UIBE Tutor Presentation E1 | 5UIBE E1 LO1 Activity 6- The impact of globalisation |
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| Element 2International marketsLO22.1 | **How markets are selected** | Reasons to do business in a foreign countryGrowth marketsResearching markets | 4-5 HOURS | 5UIBE Session Plan E2 – Session 1 | 5UIBE Tutor Presentation E2 | 5UIBE E2 LO2 Activity 1 – Country Selection |
| Element 2LO22.2 | **Assessing the main market entry methods** | Direct exportAgents and distributorsLicensing/FranchisingContract manufacturingJoint ventures and Strategic AlliancesForeign Direct Investment | 5 HOURS | 5UIBE Session Plan E2 – Session 2 | 5UIBE Tutor Presentation E2 | 5UIBE E2 LO2 Activity 2 – Market Entry5UIBE E2 LO2 Activity 3 – Market Entry Method |
| Element 2LO32.3 | **Conducting a structured analysis of a market** | PESTEL analysisPorter’s Five ForcesSWOT analysis | 5 HOURS | 5UIBE Session Plan E2 – Session 3 | 5UIBE Tutor Presentation E2 | 5UIBE E2 LO2 Activity 4 – PESTEL Analysis5UIBE E2 LO2 Activity 5 – SWOT Analysis |
| Element 2LO32.4 | **Marketing mix strategies for different contexts**  | The Marketing MixDeveloping a marketing strategy for foreign markets | 4-5 HOURS | 5UIBE Session Plan E2 – Session 4 | 5UIBE Tutor Presentation E2 | 5UIBE E2 LO2 Activity 6 – Marketing Mix |

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| Element 3LO33.1 | **Different types of economic cooperation and preferential trade arrangements** | Major trade blocks of the world Trade discriminationTypes of trade blocks | 7 HOURS | 5UIBE Session Plan E3 – Session 1 | 5UIBE Tutor Presentation E3 | 5UIBE E3 LO3 Activity 1 – Trade Groupings5UIBE E3 LO3 Activity 2 – Trade Negotiations |
| Element 3LO33.2 | **Evaluate the purposes and operations of intergovernmental bodies** | World Trade Organisation Organisation for Economic Co-Operation and DevelopmentThe G8 and G20Organisation of Petroleum Exporting CountriesThe World Economic Forum | 7 HOURS | 5UIBE Session Plan E3 – Session 2 | 5UIBE Tutor Presentation E3 | 5UIBE E3 LO3 Activity 3 – WTO and International Trade Law5UIBE E3 LO3 Activity 4 – OECD Report |
| Element 3LO33.3 | **The major trade blocks and regional groupings** | The Single European MarketNorth American Free Trade AreaAsia-Pacific Economic Cooperation Contemporary developments in a dynamic world | 6 HOURS | 5UIBE Session Plan E3 – Session 3 | 5UIBE Tutor Presentation E3 | 5UIBE E3 LO3 Activity 5 – Leaving a single market5UIBE E3 LO3 Activity 6 – NAFTA Negotiations |

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| Element 4International financeLO44.1 | **Key international financial institutions in world trade** | World BankInternational Monetary FundEuropean Central Bank | 3-4 HOURS | 5UIBE Session Plan E4 – Session 1 | 5UIBE Tutor Presentation E4 | 5UIBE E4 LO4 Activity 1 – World Bank |
| Element 4LO44.2 | **The impact of foreign currency exchange and interest rates on international business** | Risk avoidanceRisk adaptationRisk transferDiversificationCurrency devaluation | 3-4 HOURS | 5UIBE Session Plan E4 – Session 2 | 5UIBE Tutor Presentation E4 | 5UIBE E4 LO4 Activity 2 – Currency Devaluation |
| Element 4LO44.3 | **A country’s Balance of Payments and Balance of Trade** | Balance of Payments and Balance of Trade Current account deficits | 3-4 HOURS | 5UIBE Session Plan E4 – Session 3 | 5UIBE Tutor Presentation E4 | 5UIBE E4 LO4 Activity 3 – Visible and Invisible Trade |